

The following is claimed:

- 5 1. A method for providing a financial analysis for an enhanced wireless communications service, the method comprising the steps of:
- accepting user-specific input on an existing wireless communications service and the enhanced wireless communication service;
 - accessing a reference database including general market data applicable to the enhanced wireless communications service and a standard adoption curve for adoption of the enhanced wireless communications service;
 - adjusting the standard adoption curve to obtain an adjusted adoption curve based on the accepted user-specific input; and
 - presenting a graphical depiction of a financial analysis based on an evaluation of the adjusted adoption curve and the general market data.
- 10 2. The method according to claim 1 wherein the adjusting step comprises:
- adjusting the standard adoption curve based on a user input of a selected geographic region from a library of regions and a selected application from a library of applications of the enhanced wireless communications service.
- 15 3. The method according to claim 1 wherein the adjusting step comprises:
- changing a slope from the standard adoption curve to a revised slope of an adjusted adoption curve based on the user input of a specific geographic region.
- 20 4. The method according to claim 1 wherein the adjusting step comprises:
- changing a saturation point from the standard adoption curve to a revised saturation point of one of the adjusted adoption curve and the adjusted adoption curve based on the user input of a specific application.
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5. The method according to claim 1 wherein the adjusting step comprises:

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10. The method according to claim 1 further comprising the step of:

estimating cost of the enhanced wireless communications service within a geographic region based on the accepted user input and the adjusted adoption curve.

11. The method according to claim 1 wherein the presenting step comprises providing a graphical depiction selected from the group consisting of a revenue by market segment graph, a cash-flow projection graph, number of subscribers by application of the enhanced wireless service, and number of subscribers by market segment.

12. The method according to claim 1 wherein the financial analysis comprises a sensitivity analysis showing the sensitivity of net present value, of a business based on the enhanced wireless communications service, to a change in at least one variable factor.

13. The method according to claim 12 wherein the at least one variable factor is selected from the group consisting of operating costs of the enhanced wireless service, investment costs of the enhanced wireless service, market uptake of the enhanced wireless service, usage rate of the enhanced wireless service, and price level for service offerings of the enhanced wireless service.

14. The method according to claim 1 wherein the financial analysis comprises a bar chart of different variable factors potentially impacting net present value of a business based on the enhanced wireless communications service, the variable factors presented as horizontally extending bars along a vertical axis, a respective percentage change in the net present value for a corresponding incremental constant change in a variable factor indicated by the horizontal length of the bar from the vertical axis.

DI> 15. The method according to claim 1 wherein the financial analysis comprises a graph of average revenue per user per a measured time interval, the graph including a group of plotted lines representing said average revenue per user within different market segments versus time.

5 16. The method according to claim 15 wherein the market segments include an adult market segment, a youth market segment, a large business market segment, a medium business market segment, and small business market segment.

10 42> 17. A system for developing a business model for an enhanced wireless communications service, the system comprising:
a storage device containing a reference database including
general market data for the enhanced wireless communications service and a
standard adoption curve for adoption of the enhanced wireless
15 communications service;

an estimator adapted to access the reference database and to
perform a financial analysis associated with the enhanced wireless
communications service;

20 a user input interface for accepting user-specific input on an
existing wireless communications service and the enhanced wireless
communication service, the user interface providing the user-specific input
data to the estimator;

25 an application tailoring module for handling the standard
adoption curve to obtain an adjusted adoption curve based on the accepted
user- specific input; and

a financial analyzer for presenting a graphical depiction of the
financial analysis.

DI> 18. The system according to claim 17 wherein the application tailoring
module includes an adoption curve adjuster for adjusting the standard
30 adoption curve based on a user input of a selected geographic region from a
library of regions and a selected application from a library of applications.

DI 19. The system according to claim 17 wherein the application tailoring module changes a slope from the standard adoption curve to a revised slope of an adjusted adoption curve based on the user input of a specific country.

20. The system according to claim 17 wherein the application tailoring module changes a saturation point from the standard adoption curve to a revised saturation point of one of the standard adoption curve and the adjusted adoption curve based on the user input of a specific application.

21. The system according to claim 17 wherein the application tailoring module increases a slope from the standard adoption curve to a revised slope of an adjusted adoption curve based on the user input of a more affluent region than average for deploying the enhanced wireless communications service.

22. The system according to claim 17 wherein the application tailoring module decreases a slope from the standard adoption curve to a revised slope of an adjusted adoption curve based on the user input of a less affluent region than average for deploying the enhanced wireless communications service.

23. The system according to claim 17 wherein the application tailoring module lowers a saturation point from the standard adoption curve to a revised saturation point of one of the standard adoption curve and the adjusted adoption curve based on the user input of a particular application of the wireless communications service.

24. The system according to claim 17 further comprising a security manager for assigning a first level of security for a user with respect to the user interface and assigning a second level of security higher than the first level of security with respect to the user being capable of modifying the contents of the reference database.

DD 25. The system according to claim 17 wherein the estimator comprises a revenue estimator for estimating revenue of the enhanced wireless communications service within a geographic region based on the accepted user input and the adjusted adoption curve.

5 26. The system according to claim 17 wherein the estimator comprises a cost estimator for estimating costs of the enhanced wireless communications service within a geographic region based on the accepted user input and the adjusted adoption curve.

10 27. The system according to claim 17 wherein the financial analyzer depicts a graphical representation of the financial analysis selected from the group consisting of a revenue by market segment graph, a cash-flow projection graph, number of subscribers by application of the enhanced wireless service, number of subscribers by market segment, a graph showing sensitivity of net present value to a variable factor, and a graph of average revenue per user within different market segments.

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